



The 2017 SwimSAFER Award (National Swim School Excellence Awards section) will be presented at the Annual ascta / Swim Australia Awards Dinner on May 5th, 2018. The award is designed to highlight the importance that Swim Australia places on the swim safety message, and acknowledges the outstanding work being done in the water safety arena by many swim schools. Categories are broken into 3 Swim School levels.

A: Small Swim Schools - 500 and under swim lessons per week

B: Medium Swim Schools – 501 to 1500 swim lessons per week

C: Large Swim Schools over 1500 swim lessons per week

Swim schools who wish to nominate for this award, must provide evidence and commentary on the following criteria:

- How your swim school is implementing SwimSAFER Weeks and water safety skills into its program. Items may include the likes of:
 1. Photographic evidence of your swim school conducting a SwimSAFER Week. Photos may include:
 - Children being instructed in water safety techniques
 - Parents being involved in activities, for example, learning CPR or receiving the SwimSAFER Week parent handouts.
 2. Testimonials from clients. These may include:
 - how swimming lessons, or skills taught during a SwimSAFER Week have potentially saved a child's life, for example, a child falling into a pool and getting themselves back to the side of the pool and climbing out and/or
 - positive feedback from families regarding your swim school's SwimSAFER Week

3. Examples of lesson plans developed by your swim school specific to your SwimSAFER Week. Lesson plans should take into consideration:
 - your pool limitations, for example, shallow water, where it may be difficult to teach treading water
 - include elements specific to your swim school's physical location, for example, if located in country area be educating children about dam safety etc.

4. How your swim school is exposing children to a number of aquatic environments local to your swim school. For example, if located near the beach, taking the children to learn about beach conditions during lesson time. If located in country area, exposing children to local waterways etc.

- How your swim school is utilising web based and social media sites to further enhance the SwimSAFER message. This may include:
 - ✓ Links to SwimSAFER relevant information on facebook, twitter feeds etc
 - ✓ Links to media items that uphold and enhance the SwimSAFER message
 - ✓ Use of SwimSAFER language and items of interest on swim school website

- How your swim school is using the CPR to help develop awareness with parents and children. This may include showing how they are being utilized in-house during SwimSAFER Weeks, or externally during community activities etc.

- Provide swim school collateral or in-house publications that demonstrate your swim school's commitment to distribute the SwimSAFER message through your swim school network. This can be colouring-in for children, swim school specific booklets, newsletters etc.

- Provide evidence of spreading the SwimSAFER message to the wider community. This may include the likes of:
 - ✓ community visits encompassing the SwimSAFER message to local kindergartens, schools etc
 - ✓ engaging in community events such as school fetes, open days etc

The above is to show that your Swim School is engaging in the SwimSAFER program in a broad way. **The Award will be provided on the basis of excellence during the National SwimSAFER Week (November 2017).** Excellence may come from a range on initiatives and/or something particularly outstanding. Showing use of the 'SwimSAFER' brand is important.

Submitting your Nomination:

- Please mark your submission clearly with your swim school name and category.
- Photographs – please provide one full set in digital format, on a USB Drive.
- Collateral (written material) – please provide one full set in printed format, as well as supply suitable files in digital format (PDF or similar)
- Digital files can be forwarded via USB in jpeg or PDF format or similar.

- Please ensure all participants in the photos – children, instructors, parents etc - have signed a release form to have their images used. Photographs may be used by Swim Australia to help promote the SwimSAFER message